



# WACOSA Marketing Committee

## Meeting Minutes

**Date:** 08/15/2023

**In Attendance:** Laura Krueger, Ann Kennedy, Matt DesJardins, Jeron Rennie, Lana Ruley

### **Bash updates**

- Sponsorships and t-shirt sales wrapped up. Both down slightly, which was expected. We typically see larger sponsorships on our 10 year anniversaries.
- Best way to help is to:
  - Share social media
  - Invite friends and family
  - Sell tickets

### **General Marketing Updates**

- Many summer events wrapping up that were marketing heavy
- Noticed one-time trend in DocuShred – when doing paid online marketing sales went up some, when shut off, sales went down. Will ramp up paid online marketing to see if we can identify a trend attributed to paid advertising.
- Have been identifying ongoing known marketing, with the understanding WACOSA likely will always have a high demand for “on demand” marketing.

### **General Sales Updates:**

- In-house sales are going exceptionally well with multiple high quantity, ongoing NEW jobs coming in.
  - New jobs are from existing customers.
- Had an internal meeting where we are holding on taking on more large jobs until we can assess that we can meet the demands of the jobs we’ve already committed to.
- Internal group continuing to meet monthly to stay on top of in-house work demands.
- 14% increase in ThriftWorks! sales (Numbers through July)
- 11% increase in DocuShred sales (numbers through July)

### **HR & Marketing Committee Update:**

- With the hire of Lynn in our HR Department, and using suggestions from committees and board members, we do not have a current need to have a joint meeting. Nice job Lynn!

### **Development & Marketing Committee**

- Ann spoke with Meghan, our new Development Manager and Lindsey. Requested that they let the marketing department know if there is anything we can be doing to support them that is not currently happening. They will get back to Ann if there are any additional supports we can offer.

### **KPI Reporting to the Board**

- Nancy and Ann had met to discuss KPI's that we currently do, which are quotes to sales closed. Both agreed we need different KPI's.
- Discussion about what KPI's we could offer the board that would not create a need for a lot of additional analytic work.
  - Concepts discussed included reviewing Ann's annual goals and finding KPI's around those goals.
  - Discussion on tracking customers vs. marketing spend
  - Ann to meet with Nancy regarding each department's objectives
  - Discussion on how it is easier to track a specific campaign vs. general marketing efforts
  - Ann will get back to marketing committee after she and Nancy have had an opportunity to meet.